

Welcome to the illuminate:nextgenFinals Challenge - and we're excited to see what you and your team will achieve over the next two hours. We have delivered experiences like the one you are going through all across Australia since 2011, with over 15,500 students having completed an illuminate Education Australia program in that time - and can't wait to see what your group will do and achieve!

The challenge is entirely focused on helping you and your peers to become the confident, creative and capable young people that you have the potential to be - recognising the strengths and abilities you have within that we're eager to draw out through the program. There will be times that seem a little difficult as you are stretched to do new things, but everyone at illuminate Education Australia along with partners knows you can overcome it, and we know that you and your team can collaboratively conquer the situation - and we're always here to help!

Throughout the challenge, we'll always talk about four groupings of skills and capabilities that we know are essential to being a confident, creative and capable young person. This is so you know what skills each aspect of the challenge is focused upon, but also to help you identify growth in these skills both during the challenge but also into the future, to help you take the best steps forward into your preferred future. These skills are;

- Communicate which takes into account speaking, writing and presentation skills,
- Understand which takes into account critical thinking, inquiry, digital & financial literacy,
- Solve Problems which takes into account creativity, problem solving and reflection,
- Work Smart which takes into account collaboration, organisation & perseverance.

Otherwise good luck for you and your team over the challenge! This is the type of challenge where you will get out what you put in, so make sure you make the most out of every session - and remember that our facilitators are always here to help you out, along with all of the in-depth resources provided in this guide as well as on the online at the Student Resources page.



Adam Mostogl
Founder / Inspirer of illuminate Education Australia

Schedule & Deadlines for the Challenge

- 11:30 am** **Q&A Panel**
Teams and teachers join in on a Q&A panel featuring panelists who will be discussing their views on entrepreneurship, social impact, life beyond high school and the importance of enterprise skills. There is also the opportunity for students to ask questions live to the panel.
- 12:00 pm** **Welcome**
The illuminate Education Australia facilitators welcome all students and teachers to the Challenge.
- 12:20 pm** **Break**
- 12:30 pm** **Challenge**
Students are guided through a high-intensity 2.5 hour challenge where they will be working in teams of four with new team-members across the country
- 02:35 pm** **Close**
Teams gather together at the end of the challenge to unpack and reflect on the activities and learnings of the Challenge as well as take the opportunity to congratulate each other on their hard work.
- 05:00 pm** **Awards Ceremony (Livestream)**
Teams, their families, friends and school staff are invited to join the illuminate Education Australia team as we celebrate teams and announce the winners.
- 05:30 pm** **End of Day**

Challenge Schedule - Eastern Australia (AEDT)

The Finals Day Challenge

- 12:30 pm** **Launch of the Challenge (Live)**
Illuminate Education Australia and partners deliver a live launch of the challenge, including an acknowledgement of country, introduction to the core challenge and how teams will be working across the day.
- 12:40 pm** **Brainstorming & Problem Framing Session**
Students complete a problem tree exercise to immerse themselves into the core challenge and ideate with their team. They follow on with the problem framing exercise, to narrow down on the problem they want to solve.
- 01:05 pm** **Twitter Challenge (short challenge)**
Students get a short challenge to sum up their business idea within a tweet (240 characters) and post this in the General Channel for other teams to see.
- 01:15 pm** **Planning Canvas**
Teams are introduced to the Planning Canvas template, which they work through to start building the elements to their business plan.
- 01:35 pm** **Collaboration Time | Business Pack (includes 5 minute break)**
The main submission for teams in this Challenge will be the Business Pack. This will involve putting together the following:
- *One page financials outlining operating costs and a break-even analysis*
 - *One page business case using a project outline template provided*
 - *One page marketing strategy using template provided*
 - *Minimum one piece of marketing*
- 02:25 pm** **Elevator Pitch**
This session explores engaging a digital audience, especially when calling people to action, whether that is for investment, changing behaviours or habits, or encouraging people to join a cause. Students will have ten minutes to film a sixty-second elevator pitch video to promote their full business idea.
- 02:35 pm** **Close of Challenge**
Team submit their final business plan and pitch and prepare for review and reflection of the Challenge.

illuminate:nextgen Finals Challenge | Core Challenge

This is the problem or central issue that each team's solution has to address. Please read the Core Challenge carefully, as your business needs to meet this to be able to win major awards throughout the week.

Storytelling is a concept that is everywhere in the world. "Stories create community, enable us to see through the eyes of other people, and open us to the claims of others" (Peter Forbes). Storytelling is able to achieve change in a way that statistics rarely can - stories make people feel. Not only do we see storytelling in books and movies, but we experience it through advertising, podcasts, songs, visual art, dance and even our interactions with family and friends.

Stories and storytelling are often one of the strongest connections between people. Storytelling helps us interact with others, understand new perspectives and explain our relationship with the world around us. Psychologist Jerome Bruner estimates that facts are approximately 22 times more likely to be remembered if they are part of a story. 22 times.

So how does storytelling connect to you?

Young people are the most affected group when it comes to the rising social, economic and environmental issues in the world. They are also the best placed to lead the movement towards a more equitable world. The Youth-Driven Recovery Plan developed by the World Economic Forum's Global Shapers Community outlines that concerns such as "corruption, austerity and stale political leadership have become priorities for young people."

In 2020, a Mission Australia youth survey found that 40.2% of young Australians felt that equity and discrimination was one of the most important issues facing young people. The environment, COVID-19 and mental health issues were similarly important to young people.

Your focus for the illuminate:nextgen Challenge is to think about developing a solution that is centred on storytelling, that will bring positive impact to an issue that young Australians feel is important to them. The focus of your solution should be fresh with storytelling at its core, to create change in what matters most to you. This could involve using immersive storytelling to build resilient and individuals and communities that prioritise and progress the issues that matter to young people. Check out some examples of organisations with storytelling at their core in the links below for inspiration to help you get started.

To fully outline your solution, your team must produce;

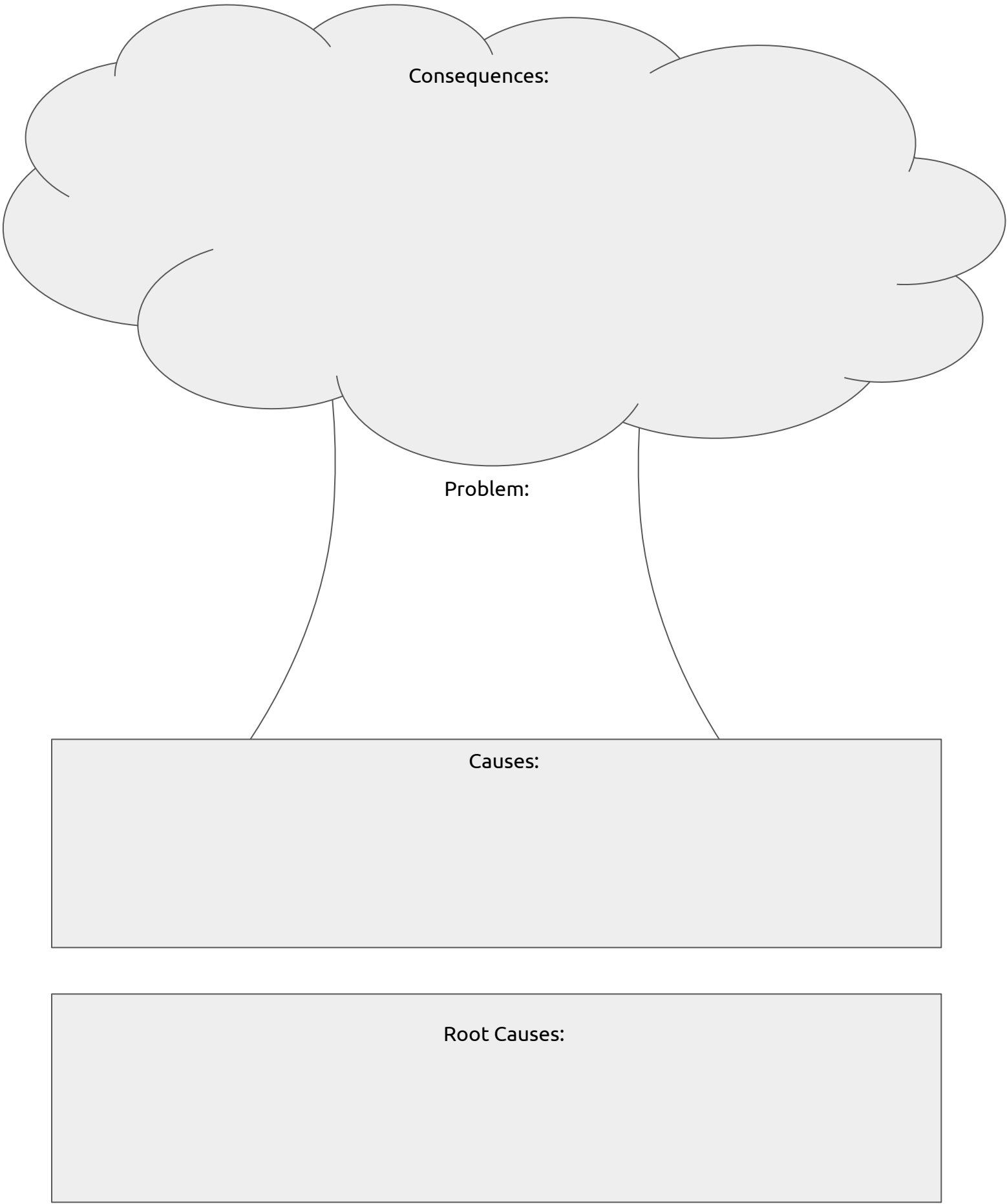
- A problem frame that sets out the issue you are aiming to work towards
- A problem tree that outlines the causes and consequences of the issue you are tackling
- A planning canvas that outlines your solution
- A business plan including; a business outline, financials, marketing strategy outline, one piece of marketing

Good luck!

References and Examples

1. Pandemic pressures on Australian retail workers, viewed November 2021, <<https://www.policyforum.net/pandemic-pressures-on-australian-retail-workers/>>
2. Davos Lab: Youth Recover Plan, Insight Report August 2021, viewed November 2021, <https://www3.weforum.org/docs/WEF_Davos_Lab_Youth_Recovery_Plan_2021.pdf>
3. Project Dastaan, Reconnecting Partition refugees with their childhood home in VR <<https://projectdastaan.org/>>
4. 100 Story Building, Centre for young writers in Melbourne <<https://www.100storybuilding.org.au/>>

Problem Tree



Problem Frame Template

To help everyone see the issue you see, it is key we look at sharing a short, concise, actionable statement that outlines a platform for change. Below is the template to read out when presenting your Problem Frame, as well as boxes to prepare your own;

[People] need to [Need] because [Importance], but [Gap].

- [People] should be a defined group of people.
- [Need] should have a verb - an action or requirement.
- [Importance] is why this is needed with justification.
- [Gap] is why it is not available at the moment.

USER

NEED TO

NEED

BECAUSE

IMPORTANCE

, BUT

GAP

Problem Frame Template

To help you know if your idea can continue and be open for years, your need to know if it will make money. The following tables will help you work this out, and if you are not making money when you complete the table, you may need to rethink what you are doing.

Break Even Analysis

This will help you work out how many sales or customers you need in a month to be able to make money. You will need to have worked out your Monthly Expenses first to be able to complete this.

Team Number	Business Name
1. How much will you charge your customers?	
2. How much does it cost to make your product?	
3. The Margin equals the price you charge your customers minus how much it costs to make your product.	
4. What are the total Monthly Expenses for your idea?	
5. Your break even point is your Monthly Expenses divided by the Margin.	

Project Outline Template

Now it's time to fully explain your idea/solution. Using this Project Outline Template, add more detail around your idea and fully explain how it'll work.

Title of Solution / Project

Tagline – Think of how you would present it in marketing the idea to people.

Identified Problem – Your Problem Frame.

What Does The Solution Do? – Talk through your solution and its impact. Remember to connect it back to solving the problem above.

Possible Partners – Who do you need support from to make this happen?

Funding Required – How much money do you think you need to start this?

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Elevator Pitch Template

An Elevator Pitch is a short presentation delivered in a chance meeting with a key leader, partner or investor, where you need to get them interested quickly - in sixty (60) seconds. You must get straight to the point in the way you outline the idea, with the hope to continue the conversation with the person you are talking to - or else they might kick you out of their building! To help, below are six elements you should cover in your Elevator Pitch.

Introduction - Introduce yourself, your business and start the conversation.

Problem - Introduce the problem that you see so they see it too (using your Problem Frame).

Solution - Outline how you and your team plan on solving this problem, by outlining your social enterprise.

Target Customers - Give the listening person confidence by assuring them you know how your customers are and why they will come to your social enterprise.

Impact - As an idea focused on making a difference, clearly outline the difference this idea will make.

Hook - Close by powerfully asking for the help you need to get this started, and conclude everything to leave a great final impression.

Marketing Strategy (Written) Outline

This is a guide to help you complete the Marketing Strategy task. Either upload a photo of this or else type out the sections digitally and upload through the Student Resources page.

Target Customers

Clearly outline the demographic, geographic and behavioural factors of the groups of target customers. If possible, calculate the size of these groups.

Product

What you are selling to the customer? What benefit does the customer get? What does this benefit mean to the customer? What value do they get from this?

Place

Where can someone find what you are selling? Explain how easy the purchase process is. How do people know where it is? Why have you chosen this place?

Price

How have you set the price? Can the customer afford the price? How does this compare to similar products / services? Does the customer consider this good value, and why?

Promotion

For each medium you will use (newspaper, radio, social media, website, etc.); Why have you chosen to promote the business through that medium? Which target audience will you be focusing upon through this medium? How will your customers communicate with you?

Post Program Self Evaluation

Carefully read each question and put a number from 0 to 10 in the box provided, ranking your confidence or interest in the area as per facilitator instructions.

School Name:

Confidence to Communicate (Written) <i>How confident are you to share ideas by writing them down for others to read and understand?</i>	
Confidence to Communicate (Spoken) <i>How confident are you to share ideas by speaking them out loud for others to hear and understand?</i>	
Confidence to Present Ideas <i>How confident are you to share your ideas and thinking with others, either written or spoken?</i>	
Confidence to Think Critically <i>How confident are you to review information and choices critically and provide helpful feedback?</i>	
Confidence in Inquiry and Research <i>How confident are you to find new information to inform and help make better decisions?</i>	
Confidence to Use Technology Productively <i>How confident are you to use technology in practical and productive ways?</i>	
Confidence with Financial Information <i>How confident are you in developing and reviewing information about money to make decisions from it?</i>	
Confidence in Being Creative & Innovative <i>How confident are you in coming up with and sharing creative or new solutions to situations?</i>	
Confidence in Problem Solving <i>How confident are you to find solutions to problems, as well as put them in place?</i>	
Confidence to Reflect <i>How confident are you to reflect on your own actions to come up with better ways to do things?</i>	
Confidence to Collaborate <i>How confident are you to contribute to team exercises and work in partnership with others?</i>	
Confidence in Being Organised <i>How confident are you in preparing for the day as well as staying organised and responsible throughout?</i>	
Confidence in Keeping to Deadlines <i>How confident are you in regularly keeping to set deadlines and keeping organised?</i>	
Confidence in Persevering <i>How confident are you, when coming against a challenge, to continuing working towards overcoming it?</i>	
Confidence in Dealing with Stress <i>How confident are you that you can handle difficult situations to complete tasks as asked?</i>	
Confidence in Business <i>How confident are you in your knowledge of business?</i>	
Confidence in Your Future <i>How confident are you in having a successful future?</i>	
Interest in Starting Your Own Business <i>How interested are you in starting your business into the future?</i>	
Interest in Future Study (Beyond Year 12) <i>How likely is it that you will continue to study after Year 12 (University, TAFE, etc.)?</i>	
Interest in Business as a Career / Study Area	
Interest in Accounting as a Career / Study Area	

Post Program Self Evaluation

Short Answer Reflections

What was your highlight of the week?

What could we improve for future challenges?

What would you do differently if you could do the challenge again?

If you had to sum up the week in a sentence, what would you say?

Would you do the challenge again? Yes No

Longitudinal Study [Optional]

We're interested to know our challenge has affected you into the future, not just in business but in everything you do. This could involve us contacting you via email or SMS to ask a number of short questions.

Your Name:

Date of Birth:

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Email Address:

Phone Number:

Student Choice Award Voting

You get to vote for two awards that will be presented at the awards ceremony at the conclusion of the challenge. The Best Idea award is for the team that has the best creative concept in their business idea, and the Best Team award is for the team that operated strongly and effectively.

Your Team Number:

Vote for Best Idea:

Vote for Best Team: